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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE BOARD OF PATENT APPEALS AND INTERFERENCES

Appeal No. _____

Appellants: Per S. ANDERSEN et al.

Application No.: 09/482,462

Group No.: 3622

Filed: January 13, 2000

Examiner: Donald Champagne

For: AN ADVERTISEMENT SALES AND MANAGEMENT
SYSTEM

Attorney Docket No.: 45900-000391/US

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BRIEF ON APPEAL ON BEHALF OF APPELLANT

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BRIEF ON BEHALF OF APPELLANT

In support of the Notice of Appeal filed November 24, 2003, appealing the Examiner's final rejection mailed May 23, 2003 of each of pending claims 1-50 of the present application which appear in the attached Appendix A, Appellant hereby provides the following remarks.

I. REAL PARTY IN INTEREST

The present application is assigned to CCI Europe A/S (STIBO A/S) by an Assignment recorded on April 28, 2003, Reel 014003, Frame 0616.

II. RELATED APPEALS AND INTERFERENCES

The undersigned, the Assignee and the Appellants do not know of any appeals or interferences which would directly affect or which would be directly affected or have a bearing on the Board's decision in this Appeal.

III. STATUS OF THE CLAIMS

Claims 1-50 reproduced in the attached Appendix A are the claims on Appeal. Each of these claims is currently pending in the application.

IV. STATUS OF AMENDMENTS

An Amendment dated September 23, 2003 was filed with the U.S. Patent Office in response to the Office Action dated May 23, 2003 and is under consideration at this time. In addition, a subsequent Response dated March 23, 2004 was filed with the U.S. Patent Office including a Declaration Under 37 C.F.R. § 1.132 which is also under consideration at this time.

V. SUMMARY OF THE INVENTION

The invention is directed to an advertisement sales and management system. In an example embodiment, an advertisement sales and management system and method provides a comprehensive advertising solution which supports the integration of advertising workflow by handling different kinds of advertisements booked for one or multiple media.

The present invention facilitates simultaneous and parallel handling of multiple related classified and/or retail advertisements in order for these ads to be published in the same or in a plurality of publications or media. Such related ads for the same or multiple publications and/or media can be identical (such as simple classified ads for newspaper and on-line publication) or completely different (such as for entire campaigns spanning newspaper, print, TV and other media). Each advertisement can consist of advertisement material entered or composed directly by sales staff using the system or by material created in other systems (such as TV ads), but stored and/or managed in the present system for sales, management and administrative tasks of sales staff in the advertising departments of newspaper companies and other publishers, such as price calculation, accounting, customer contract handling, creating statistics and sales automation.

An example embodiment is shown in FIGs. 1, 3 and 4. FIGs. 1, 3 and 4 illustrate a top-level workflow of the advertisement booking procedure including five booking processes 100, 200, 300, 400, 500 which implement a booking procedure of an advertisement order in accordance with an example embodiment of the invention. In process 100, a workstation operator or operator located at one of the client workstations 16 or 17 receives an advertisement order through e.g. a phone dialog, mail, e-mail, fax etc. By entering relevant customer data into one or more of entry fields defined on the workstation screen by a graphical user interface (GUI) (as illustrated in Fig. 3) an already existing customer can rapidly be identified in the database. Alternatively, if the customer is new, the workstation operator is prompted to enter required customer data before proceeding to process 200.

In process 200, advertisement booking data relating to one or several schedules that define(s) one or several sets of insertions of a single advertisement, or of a group of related advertisements, are entered and subsequently stored within the database. Additionally, a number of media specific attributes are entered for each insertion of the one or several related advertisements which is/are in the process of being booked, scheduled and stored within the database in this step. The entry of the advertisement booking data is optimized by means of both visual aids such as calendars showing the structure of advertisement bookings and related insertions as well as by easy access to information such as packages, product information, classifications, etc. This information is preferably selected from predefined lists either by means of keyboard shortcuts or by the use of a computer mouse. The order entry module also

accommodates different types of sales calls such as volunteered advertisements, canvassed advertisements and customer inquiries.

In process 300, material associated with the advertisement or the group of related advertisements is created/edited and subsequently stored within the database. According to the example embodiment, the material associated with each advertisement comprises contents of the advertisement and presentation elements of the advertisement. This material defines a visual and/or audible appearance of the advertisement when published in a media. In process 400, an accumulated price of the current advertisement order is calculated and displayed on the operator's workstation screen, thereby allowing the operator to inform the customer of the current price of the advertisement order. After process 400 has been completed, another advertisement of the group of related advertisements (in the present example, two related advertisements) in the advertisement order may be booked in the database by following the route of arrow 510 back to process 200. Alternatively, the booking process of the advertisement order can be terminated by jumping to process 500 wherein a detailed order confirmation form is generated and transmitted to the customer of the advertisement order by fax, mail, e-mail or in any other suitable format according to the customer's preference. The detailed level of information supported by a WYSIWYG editor allows the customers to be presented with a single confirmation form that covers the information concerning an advertisement booking such as pricing, discount information, presentations, media, zoning, etc. The customer can be provided with an order confirmation sent as an e-mail through e.g. e-mail server 50 of Fig. 1 with automatically attached files based on the booking information (e.g. a PDF proof of a printed advertisement), or as a printed proof including advertisement booking information and sent by

regular mail. An order confirmation may also be provided by fax in which case a printed proof can be used. Alternatively, a fax can electronically be sent from the operator's workstation or through a general fax input/output system 35 of Fig. 1.

VI. ISSUE

i. Whether or not claims 1-50 are unpatentable under 35 U.S.C. §103(a) by Witek et al. (U.S. Patent 6,253,188 B1) in view of "NEXPO '97, Part II: Editorial and advertising systems, other products", Seybold Report on Publishing Systems, vol. 26 issue 22, 18 August 1997 (hereinafter "NEXPO '97").

VII. GROUPING OF THE CLAIMS

Appellants respectfully request, for the purposes of this Appeal, that the grouping of the claims be as follows:

- Group (i) including claims 1-6, 8-13, and 16-18;
- Group (ii) including claims 19-22 and 24;
- Group (iii) including claims 25-31, 33-38, and 41-43;
- Group (iv) including claims 44-48 and 50;
- Group (v) including claims 7 and 32;
- Group (vi) including claims 14, 15, 39, 40; and
- Group (vii) including claims 23 and 49.

With regard to Groups (i-iv), Appellants submit that the claims in each of these groups rise and fall together. With regard to Groups (v-vii), Appellants submit that the claims therein do not rise and fall together.

VIII. ARGUMENTS

a) The Rejections

The Examiner has rejected claims 26 and 45 under 35 U.S.C. § 112, first paragraph, as failing to comply with the written description requirement.

The Examiner has also rejected claims 26, 38, and 45 under 35 U.S.C. § 112, second paragraph, as being indefinite for failing to particularly point out and distinctly claim the subject matter which Appellants regard as the invention.

The Examiner has also rejected claims 1-50 under 35 U.S.C. § 103(a) as obvious over Witek et al. in view of NEXPO '97.

b) Teachings of the References

The Witek et al. reference is directed to an automated interactive classified ad system for the Internet. Witek et al. discloses at Cols. 55 and 56 and FIGs. 16a and 16b that system 10 includes procedures for accepting ads submitted by a user on-line. Particularly, and with reference to FIGs. 16a and 16b, which illustrate the procedure, undertaken when user 1 seeks to enter an ad in system 11, as in the case of browsing, before the user can accomplish anything he must first initialize his terminal and point it to a newspaper Web site of his choosing and navigate to the newspapers' home page as noted at step 300. At the newspaper home page, user 1 selects the classified ad service and at step 302 navigates to the classified ad menu of the service provided at the newspaper Web site. As noted at step 304, on arrival at the service menu, user 1 is presented with the option of placing an ad and makes the appropriate choice to effect his selection. Thereafter at step 306, user 1 is navigated to the category and subcategory menus for the subject matter to be advertised.

Thereafter, at step 310, user 1 must elect whether he wishes to have the ad placed only in the newspaper print classified, or in the on-line service. In the case where the user desires to place the ad in print form only, the place-an-ad application branch at 312 is invoked and the user is navigated to the ad submission sequence defined by background information entry step 316 and edit check step 318. Thereafter, the ad information is checked and in the event the message is correct, the user passes at branch 330 to the system confirmation step at 340 and the procedure passes to step 370 shown in FIG. 16b where the ad is entered to the print system.

In the case where user 1 at step 310 elects to present the ad in both the print system and the on-line system, the place-an-ad application moves to background and text checking steps 320 and 324, respectively. In the case where the ad is found acceptable for inclusion in an Internet version of the newspaper's classified ad system, the user at step 342 is presented with rate information to determine the cost of the proposed ad. Thereafter, at step 348, the system advises user 1 how much the ad will cost and if user 1 finds the price acceptable, he enters credit card information to enable payment.

Thereafter, user 1's credit is checked on line, and in the case where his credit is found acceptable, the user is provided a confirmation at step 360 and the text is written to suitable Internet transaction file at step 362. Subsequently, depending on whether the ad is to appear in print only or print and Internet, the record is written to a suitable file to assure its publication.

NEXPO '97 is directed to editorial and advertising systems. NEXPO '97 discloses enhancements to a Quark Publishing System (QPS) to add flexibility related to multiple publications and content reuse.

The multiple publications feature provides an ability to log on to a server instead of a publication, which enables the accessing of multiple publications at the same time.

The reuse content feature helps make easier the production of multiple publications or types of documents through a function called multilinking. With the reuse content feature, it may be possible to attach a single text or picture file to more than one Xpress layout, which makes it easier to reuse content in multiple publications, such as in zoning. If a change is later made to this file in one of its uses, the changed copy immediately becomes a different file and the changes do not apply to the other places it is used.

c) Examiner's Rejections

The following summary of the Examiner's rejections is based on the final rejection of May 23, 2003 and the advisory action of October 8, 2003 unless otherwise noted.

The Examiner has rejected claims 26 and 45 under 35 U.S.C. § 112, first paragraph, as failing to comply with the written description requirement. The Examiner has also rejected claims 26, 38, and 45 under 35 U.S.C. § 112, second paragraph, as being indefinite for failing to particularly point out and distinctly claim the subject matter which Appellants regard as the invention.

Appellants assert that the 35 U.S.C. § 112 rejections are now moot given the Examiner's withdrawing of the 35 U.S.C. § 112 rejections as indicated in the advisory action of October 8, 2003.

The Examiner has rejected claims 1-50 under 35 U.S.C. § 103(a) as being obvious over Witek et al. in view of NEXPO '97.

With regard to independent claims 1, 19, 25, and 44, the Examiner alleges that Witek et al. teach a system and method for advertisement sales and management, the system comprising (Fig. 1) data storage and database means 20, retrieval means 14, processing means 16 and 26, and a number of workstations (computer terminals 22), one or more being adapted to entering advertisement orders (col. 5 lines 28-31), the database and data processing means being adapted to store and manage data relating to an advertising customer (user), order, medium or media, schedule, contents and presentation elements (col. 5 lines 28-31; col. 56 lines 8-10; col. 48 line 14; col. 46 lines 7-9; and col. 42 lines 10-16); defining the advertisement on the basis of entered order data (col. 8 lines 60-61); the system and method thereby supporting entry, sale and management of ads in several media (col. 56 lines 8-10) based on entry of a single advertising order.

The Examiner admits Witek et al. do not teach entry, sale and management of several related ads based on entry of a single advertisement order. To make up for the shortcomings of Witek et al., the Examiner argues that because NEXPO '97 teaches reusing content (pp. 27 of 40, first full para.), which allegedly reads on entry, sale and management of several related pieces of content based on entry of a single piece of content. Moreover, the Examiner alleges that because ads, as the source of the bulk of publishing revenue, are important content, and because this convenience would reduce cost and encourage advertising sales, it would have been obvious to one of ordinary skill in the art, at the time of the invention, to combine the teachings of NEXPO '97 with those of Witek et al, so as to provide a single system supporting entry, sale and management of several related advertisements in several publications/media based on entry of a single advertisement order.

With regard to claims 2-5, 7, 9, 20-22, 27-30, 32, 34, 46-48, the Examiner alleges that Witek et al. teaches claims 2-5, 7, 9, 20-22, 27-30, 32, 34 and 46-48 at the locations indicated above.

With regard to claims 11, 12, 36 and 37, the Examiner alleges Witek et al. teaches claims 11, 12, 36 and 37 in that a customer allegedly agrees with the price of an ad, determined dynamically at the time of the order (col. 56 lines 25-31).

With regard to claims 14, 15, 39, and 40, the Examiner alleges Witek et al. teach claims 14, 15, 39 and 40 in the disclosure of the Internet (title) itself;

With regard to claims 16, 17, 41 and 42 the Examiner alleges Witek et al. teach claims 16, 17, 41 and 42 in the disclosure of a GUI related to a target media (Fig. 8-10, description beginning at col. 23 line 44).

With regard to claims 23 and 49, the Examiner admits that Witek et al. do not teach editing and re-storing the ad contents and presentation elements. To make up for the shortcomings of Witek et al., the Examiner argues that under the principles of inherency (MPEP § 2112.02), since the reference invention necessarily performs the method claimed, the method claimed is considered to be anticipated by the NEXPO '97 teaching of content reuse. As evidence tending to show inherency, the Examiner alleges that ads are generally not identical from one publication to the next, requiring some sizing or other editing, and would accordingly would have to be re-stored in order to be reused.

With regard to claims 6 and 31, the Examiner admits that Witek et al. do not teach the presentation element limitations of claims 6 and 31. To make up for the shortcomings of Witek et al., the Examiner argues that since the reference does teach formatting the presentation for the

user (col. 42 lines 15-16), at least some of these presentation element limitations must be inherent. The Examiner alleges that formatting necessarily requires that the ad have a size, that the printed ad have a typeface or font, etc.

With regard to claims 8 and 33, the Examiner admits that Witek et al. do not teach that the physical presentation of the ad is established on the basis of data relating to contents. To make up for the shortcomings of Witek et al., the Examiner alleges that NEXPO '97 teaches observing content-related restrictions (pp. 13 of 40, last full para.), which reads on establishing the physical presentation of the ad on the basis of data relating to contents. The Examiner further alleges that because advertisers would be very displeased if content-related restrictions were not maintained, it would have been obvious to one of ordinary skill in the art, at the time of the invention, to combine the teachings of NEXPO '97 with those of Witek et al.

With regard to claims 10 and 35, the Examiner admits that Witek et al. do not teach determining price of the ad based on attributes associated with the ad. However, the Examiner submits that Witek et al. do teach presenting the user with rate information (col. 56 line 26). Official notice is taken (MPEP § 2144.03) that it was common, at the time of the instant invention, to determine price of an ad based on attributes such as its size or colors. To make up for the shortcomings of Witek et al., the Examiner argues that because it is efficient to accept common or standard practices, it would have been obvious to one of ordinary skill in the art, at the time of the invention, to determine the price of the ad based on attributes associated the ad.

With regard to claims 18 and 43, the Examiner admits that Witek et al. do not teach modifying the GUI without modifying binary code. The Examiner submits that Witek et al. use a GUI for the user menus (Fig. 8-10, description beginning at col. 23 line 44). To make up for

the shortcomings of Witek et al., the Examiner argues that because these menus differ for each participating newspaper (col. 6 lines 22-23) and can be expected to require frequent changes, it would have been obvious to one of ordinary skill in the art, at the time of the invention, to modifying the GUI without modifying binary code.

With regard to claims 13, 24, 38, and 50 the Examiner admits that Witek et al. does not teach a WYSIWYG editor. To make up for the shortcomings of Witek et al., the Examiner argues that because it is ideal for modifying the user menus (para. 12 above), it would have been obvious to one of ordinary skill in the art, at the time of the invention, to provide a WYSIWYG editor.

d) Reasons Supporting the Allowability of Group (i)

Including claims 1-6, 8-13, and 16-18

Claims 1-6, 8-13, and 16-18 are rejected under 35 U.S.C. §103(a) as being unpatentable by Witek et al. in view of NEXPO '97. Appellants respectfully traverse.

With regard to claim 1, Appellants assert that the references of Witek et al. and NEXPO '97, separately or in any proper combination, fail to disclose:

a system supporting “entry, sales and management of several related advertisements in several media based on entry of a single advertisement order.”
as recited in claim 1.

Witek et al. teaches the option of placing the same ad in newspaper print or in an on-line service. In Witek et al., if an ad is placed in both a newspaper print and in an on-line service, two separate and independent processes are required, since parallel and simultaneous processing of ads is not supported by the system disclosed by Witek et al. On the contrary, the system

disclosed by Witek et al. only supports sequential processing of ads - i.e. the placing of one ad after the other.

The Examiner admits Witek et al. do not teach entry, sale and management of several related ads based on entry of a single advertisement order. To make up for the shortcomings of Witek et al., the Examiner argues that because NEXPO '97 teaches reusing content (pp. 27 of 40, first full para.), which allegedly reads on entry, sale and management of several related pieces of content based on entry of a single piece of content. Moreover, the Examiner alleges that because ads, as the source of the bulk of publishing revenue, are important content, and because this convenience would reduce cost and encourage advertising sales, it would have been obvious to one of ordinary skill in the art, at the time of the invention, to combine the teachings of NEXPO '97 with those of Witek et al, so as to provide a single system supporting entry, sale and management of several related advertisements in several publications/media based on entry of a single advertisement order.

Appellants submit that, the combination of Witek, et al. and NEXPO '97 adds nothing to the teaching of Witek et al. to overcome the shortcomings of Witek et al., namely--entry, sales and management of several related advertisements in several media based on entry of a single advertisement order.

Furthermore, Independent claim 1 recites entry, sale, and management in the conjunctive, namely separated by "and". Accordingly, Appellants respectfully submit that the combination of Witek et al. and NEXPO '97 completely fails to teach the administrative task of handling advertisement orders including entry, sales and management. Appellants respectfully submit that entry, sale and management include such administrative tasks as selling, defining, creating,

pricing, accounting, customer contract handling, creating statistics, and sale automation, as set forth on page 4, lines 1-3 and 13-14 of the original specification.

The present invention as defined in independent claims 1, 19, 25, and 44 facilitates controlled and parallel processing of related ads in order for these ads to be published in a plurality of publications. This multiplicity and flexibility is not provided by a system derivable from a combination of Witek et al. and NEXPO '97. Accordingly, Appellants respectfully submit that independent claim 1 is allowable for at least this reason.

Motivation Argument

Appellants additionally submit that there is no motivation to combine Witek et al. with NEXPO '97.

Appellants respectfully submit that the only way Witek et al. and NEXPO '97 could be combined is by utilizing Appellants' disclosure as a blueprint, which is not permitted. C.R. Bard, Inc. v. M3 Systems, Inc., 48 USPQ2d 1225 (Fed. Cir. 1998); Interconnect Planning Corp. v. Feio, 227 USPQ 543 (Fed. Cir. 1985); In re Rouffet, 47 USPQ2d 1453, 1459 (Fed. Cir. 1998).

The CAFC has stated that the best defense against the subtle but powerful attraction of a hind sight-based obviousness analysis is rigorous application of the requirement for showing of the teaching or motivation to combine prior art references. In re Dembiczak, 50 USPQ2d 1614 (Fed. Cir. 1999). Evidence of a suggestion, teaching or motivation to combine may flow from the prior art references themselves, the knowledge of one of ordinary skill in the art, or in some cases, from the nature of the problem to be solved. Dembiczak, at 1617.

The Prior Art References

Although Witek et al. disclose a classified ad system and method of operation for use on the Internet, Witek et al. says nothing about entry, sale and management of several related ads based on entry of a single advertisement order. Similarly, although NEXPO '97 discloses the manipulation of content, NEXPO '97 does not contemplate entry, sale and management of several related ads based on entry of a single advertisement order. As a result, Appellants respectfully submit that neither Witek et al. nor NEXPO '97 provide a motivation for combining with one another.

Nature of Problem to be Solved

The Witek et al. reference discloses that the system of Witek et al. concerns a computerized, interactive classified ad system and method of operation for use on the Internet. Witek et al. attempts to provide an interactive classified ad system and method of operation which helps reduce the burden of manual ad searching commonly associated with print classified ads. The system of Witek et al. attempts to provide apparatus elements and method steps for permitting a system to be offered to users in either a wide-area or local-area, interactive computer networks such as the Internet or intranets.

Appellants respectfully submit that the citing, by the Examiner, on page 27 in NEXPO '97 relates to a product offered by Quark Publishing System (QPS). It is respectfully submitted that the product offered by QPS is a layout and production tool for bringing text and graphics together in a creative layout - see the above paragraph on page 27. Thus, the product offered by QPS is intended for use in a different environment and for a different purpose compared to the Witek et al. invention, and therefore, NEXPO '97 and Witek et al. are not combinable. For

example, the QPS has no knowledge of - or capabilities for - generating sales, entry or management data in the order process. Furthermore, Appellants submit that the product offered by QPS is intended for use in a different environment, for different purposes and different media compared to Witek et al., thereby making QPS and Witek et al. not combinable. For example, Witek et al. only teaches classified ads that are automatically composed for on-line and optionally for print publication, whereas the design, layout and production features of QPS are mostly relevant for retail and display ads and in print media.

Moreover, Appellants respectfully submit that the teaching of NEXPO '97 relating to "...accessing multiple publications at the same time" and "...reuse of content of single text and picture files" should be seen in the context of purely creative layout processes in a production environment which is fundamentally different from the system according to the present invention in that the present system also discloses features including publishing, and customer and business matters.

Moreover, NEXPO '97 refers to numerous issues. It specifically mentions QPS, Mactive, Managing Editor, Multi-Ad Creator, Pongrass, and PPI among others. Appellants submit that no details or embodiments are described in NEXPO '97 and acknowledges that NEXPO '97 teaches some individual systems to address some tasks in advertising departments. However, each of these individual systems constitutes unrelated and non-combinable sub-systems. And if the systems were combinable, the combined system would still be lacking the broad management of all advertising related tasks and information provided by the present invention.

Thus, Appellants respectfully submit that at most, NEXPO '97 teaches the reuse of content of text and picture files in purely creative and layout processes in a production

environment. Given that Witek et al. and NEXPO '97 solve different problems, there is no motivation to combine Witek et al. and NEXPO '97.

Knowledge of One of Ordinary Skill in the Art

As suggested in Dembiczak, the final source for suggestion, teaching or motivation could be the knowledge of one of ordinary skill in the art. Regardless of the source, the Examiner is still required to provide actual evidence. It must be based on specific, objective evidence of record. In re Lee, 61 USPQ2d 1430 (Fed. Cir. 2002). Broad conclusory statements regarding the teaching of multiple references, standing alone, are not evidence. Broad denials and conclusory statements are not sufficient to establish a genuine issue of material fact. Dembiczak at 1617.

The Examiner alleges that because ads, as the source of the bulk of publishing revenue, are important content, and because this convenience would reduce cost and encourage advertising sales, it would have been obvious to one of ordinary skill in the art, at the time of the invention, to combine the teachings of NEXPO '97 with those of Witek et al, so as to provide a single system supporting entry, sale and management of several related advertisements in several publications/media based on entry of a single advertisement order.

Appellants respectfully submit that Witek et al. disclose a classified ad system and method of operation for use on the Internet. Witek et al. says nothing about entry, sale and management of several related ads based on entry of a single advertisement order. Similarly, although NEXPO '97 discloses the manipulation of content, one skilled in the art would not be motivated to look into the content manipulation arts to which the teachings of NEXPO '97 belong, to augment Witek et al. so that the system of Witek et al. may provide a means for entry,

sale and management of several related ads based on entry of a single advertisement order. As a result, Appellants respectfully submit that neither Witek et al. nor NEXPO '97 provide a motivation for combining with one another.

In support, Appellants submit that a 37 C.F.R. § 1.132 declaration was provided as part of the Appellants' response of March 23, 2004, by one skilled in the art that indicates that one skilled in the art would not be motivated to combine the teachings of Witek et al. and NEXPO '97. Appellants submit that the Examiner chose not to consider the declaration as stated in the advisory action of April 9, 2004 because it included seven pages of material which, in the Examiner's opinion, would take consideration beyond "nominal further consideration". Appellants submit that the 37 C.F.R. § 1.132 declaration, since it is part of the record, should at least be considered as it is directly related to the issue of motivation to combine which is mandatory to sustain the Examiner's rejection.

Accordingly, Appellants respectfully submit that one of ordinary skill in the art would not have been motivated to modify Witek et al. in view of NEXPO '97 based on the Examiner's broad conclusory statement that doing so would provide a single system supporting entry, sale and management of several related advertisements in several publications/media based on entry of a single advertisement order.

Since the Examiner has failed to establish a proper motivation, either from the references themselves, by virtue of the nature of the problem being solved by the references, or by knowledge of one of ordinary skill in the art, Appellants respectfully submit that the Examiner has failed to establish a proper *prima facie* case of obviousness. Accordingly, reconsideration and withdrawal of this rejection is requested.

With regard to dependent claims 2-6, 8-13, and 16-18, Appellants assert that claims 2-6, 8-13, and 16-18 are allowable at least because they each depend from claim 1 which is allowable.

e) Reasons Supporting the Allowability of Group (ii)

Including Claims 19-22 and 24

Claims 19-22 and 24 are rejected under 35 U.S.C. §103(a) as being unpatentable by Witek et al. in view of NEXPO '97. Appellants respectfully traverse.

With regard to claim 19, Appellants assert that the references of Witek et al. and NEXPO '97, separately or in any proper combination, fail to disclose:

A method supporting “entry, sale and management of several related advertisements in several media based on entering a single advertisement order” as recited in claim 19.

Appellants submit that claim 19 includes similar features as independent claim 1 and that claim 19 is allowable at least for the reasons stated for claim 1.

With regard to dependent claims 20-22 and 24, Appellants assert that claims 20-22 and 24 are allowable at least because they each depend from claim 19 which is allowable.

Appellants respectfully request the art grounds of rejection be withdrawn.

f) Reasons Supporting the Allowability of Group (iii)

Including Claims 25-31, 33-38, and 41-43

Claims 25-31, 33-38, and 41-43 are rejected under 35 U.S.C. §103(a) as being unpatentable by Witek et al. in view of NEXPO '97. Appellants respectfully traverse.

With regard to claim 25, Appellants assert that the references of Witek et al. and NEXPO '97, separately or in any proper combination, fail to disclose:

A system “supporting entry, sale and management of several advertisements in several media based on the entry of a single advertisement order” as recited in claim 25.

Appellants submit that claim 25 includes similar features as independent claim 1 and that claim 25 is allowable at least for the reasons stated for claim 1.

With regard to dependent claims 26-31, 33-38, and 41-43, Appellants assert that claims 26-31, 33-38, and 41-43 are allowable at least because they each depend from claim 25 which is allowable.

Appellants respectfully request the art grounds of rejection be withdrawn.

g) Reasons Supporting the Allowability of Group (iv)

Including Claims 44-48 and 50

With regard to claim 44, Appellants assert that the references of Witek et al. and NEXPO '97, separately or in any proper combination, fail to disclose:

A system “supporting entry, sale and management of several advertisements in several media based on the entry of a single advertisement order” as recited in claim 44.

Appellants submit that claim 44 includes similar features as independent claim 1 and that claim 44 is allowable at least for the reasons stated for claim 1.

With regard to dependent claims 45-48 and 50, Appellants assert that claims 45-48 and 50 are allowable at least because they each depend from claim 44 which is allowable.

Appellants respectfully request the art grounds of rejection be withdrawn.

h) Reasons Supporting the Allowability of Group (v)
Including Claims 7 and 32

With regard to claim 7, Appellants assert that the references of Witek et al. and NEXPO '97, separately or in any proper combination, fail to disclose: "An advertisement sales and management system according to Claim 1, wherein the media comprise media selected from the group consisting of: (a) newspapers; (b) magazines; (c) paper books or electronic books; (d) electronic newspapers; (e) electronic magazines; (f) news streamers; (g) inserts; (h) inserts; (i) posters; (j) running message displays; (k) news banners; (l) TV; (m) movies; (n) data carriers such as CD ROMs, DVD discs, magnetic discs, DAT tapes; (o) videos; (p) radio; (q) stationary telephones; (r) mobile (cellular) telephones; (s) teletext; and (t) public data networks including the Internet."

Instead, Witek et al. teaches an Internet-based system for handling only classified ads directly between customers and consumers. Thus, Witek et al. is purely a customer-to-consumer based system. Furthermore, Witek et al. is limited to classified ads with relatively simple structure, composition and layout. Thus, Witek et al. is not capable of handling more complex ad structures, such as for example a TV ad or a newspaper display ad.

Further, Witek et al. is limited to handling a single advertisement under each ad order, even if that advertisement may be copied to multiple media. Thus, Witek et al. is not able to manage multiple related ads under a single order.

Witek et al. fails to teach the storing and managing of the various types of material, composition, and layout required for more complex ads, such as retail ads in newspaper print or TV or even on-line banner ads. NEXPO '97 is similarly deficient.

Claim 7 is not made obvious to one skilled in the art by Witek et al. in view of NEXPO '97. Claim 7 is allowable at least on its own merits.

Claim 32 includes similar features as claim 7 and claim 32 is allowable at least for the reasons stated for claim 7.

Claims 7 and 32 are additionally allowable because they each depend from at least one of independent claims 1 and 25 which have been shown to be allowable.

Appellants respectfully request that the art grounds of rejection be withdrawn.

i) Reasons Supporting the Allowability of Group (vi)

Including Claims 14, 15, 39, and 40

Claims 14, 15, 39, and 40 have been rejected under 35 U.S.C. 103(a) as obvious over Witek et al. in view of NEXPO '97. Appellants respectfully traverse.

With regard to claims 14, 15, 39, and 40, the Examiner alleges Witek et al. teach claims 14, 15, 39 and 40 in the disclosure of the Internet (title) itself.

Claim 14 recites, "an advertisement sales and management system according to Claim 1, furthermore comprising data transferring means for communicating advertisement data from the database means to a file, the system or database means associated with an advertisement planning and/or production system". Claim 15 recites, "An advertisement sales and advertisement system according to Claim 14, wherein the data transferring means is selected from the group consisting of: (a) address pointers; (b) serial or parallel databusses; (c) telephone networks; (d) LANs; (e) WANs; and (f) public networks including the Internet." Claim 39 recites, "A system according to Claim 25, further comprising data transferring means for communicating advertisement data from the database structure to a file, the system or database structure being associated with an advertisement planning and/or production system". Claim 40 recites, "A system according to Claim 39, wherein the data transferring means is

selected from a group comprising: (a) address pointers; (b) serial or parallel databusses; (c) telephone networks; (d) LANs; (e) WANs; and (f) public networks including the Internet.”

The title of the Witek et al. reference is “Automated Interactive Classified Ad System for the Internet”. Appellants submit that the title of the Witek et al. reference is not the same as that which is claimed in each of claims 14, 15, 39, and 40 as indicated above.

Furthermore, Appellants submit that the above rejection is a form of piecemeal examination under MPEP § 707.07(g) and is, therefore, improper. Appellants submit that piecemeal examination should be avoided as much as possible. Where a major technical rejection is supposedly proper, it should be stated with a full development of reasons rather than by a mere conclusion coupled with some stereotyped expression. Appellants additionally submit that the development for the reasons of the present rejection of claims 14, 15, 39, and 40 has not been provided and that rejections such as the rejection related to claims 14, 15, 39, and 40 only prolong the prosecution process.

For at least the above reasons, Appellants submit that claims 14, 15, 39, and 40 are allowable. Moreover, Appellants submit that claims 14, 15, 39, and 40 are allowable at least because claims 14, 15, 39, and 40 each depend from at least one of independent claims 1 and 2, which are allowable.

Appellants respectfully request the art grounds of rejection be withdrawn.

j) Further Reasons Supporting the Allowability of Group (vii)
Including Claims 23 and 49

Claims 23 and 49 have been rejected under 35 U.S.C. 103(a) as obvious over Witek et al. in view of NEXPO '97. Appellants respectfully traverse.

With regard to claims 23 and 49, the Examiner admits that Witek et al. do not teach editing and re-storing the ad contents and presentation elements. To make up for the shortcomings of Witek et al., the Examiner argues that under the principles of inherency (MPEP § 2112.02), since the reference invention necessarily performs the method claimed, the method claimed is considered to be anticipated by the NEXPO '97 teaching of content reuse. As evidence tending to show inherency, the Examiner alleges that ads are generally not identical from one publication to the next, requiring some sizing or other editing, and would accordingly would have to be re-stored in order to be reused. Appellants disagree.

For example, where ads are not identical from one publication to the next, requiring some sizing editing, Appellants submit that such sizing could be automatically performed without re-storing a resized ad. This may be done using scaling techniques known in the art from one stored object. Moreover, after editing the ad, it is not necessarily the case that such an edit is re-stored – the ad could be thrown out or used live and discarded. Thus, it is not inherent to NEXPO '97 or Witek et al. to have a method including, retrieving contents and/or presentation elements associated with a previously stored insertion of an advertisement from a database means; creating a version or versions of the previously stored advertisement by editing the retrieved contents and/or presentation elements; and storing the version or versions of the advertisement in the database means as corresponding material or materials. Claim 23 is not made obvious to one skilled in the art by Witek et al. in view of NEXPO '97.

Claim 49 includes similar features as claim 23 and is allowable for at least the same reasons stated from claim 23.

For at least the above reasons, Appellants submit that claims 23 and 49 are allowable. Moreover, Appellants submit that claims 23 and 49 are allowable at least because claims 23 and 49 each depend from at least one of independent claims 19 and 44, which are allowable.

Appellants respectfully request the art grounds of rejection be withdrawn.

IX. CONCLUSION

At best, the Examiner has found bits and pieces of Appellants' invention and has randomly combined various teachings of prior art references without proper motivation and based solely upon Appellants' own disclosure. Accordingly, for at least the aforementioned reasons, Appellants respectfully request the Honorable Members of the Board of Patent Appeals and Interferences to reverse each of the outstanding rejections in connection with the present application and allow each of claims 1-50 to be allowed in connection with the present application.

This Appeal Brief is being presented in triplicate.

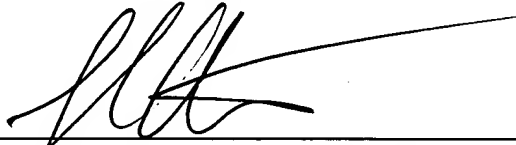
If necessary, the Commissioner is hereby authorized in this, concurrent, and future replies, to charge payment or credit any overpayment to Deposit Account No.08-0750 for any

additional fees required under 37 C.F.R. § 1.16 or under 37 C.F.R. § 1.17; particularly, extension of time fees.

Respectfully submitted,

HARNESS, DICKEY, & PIERCE, P.L.C.

By:



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JAC/RFS:ewd

Enclosures: Three (3) copies of Appellant's Brief
Appendix -- Clean version of pending claims

APPENDIX A

IN THE CLAIMS

1. (Original) An advertisement sales and management system comprising:
 - (a) data storage means;
 - (b) data retrieval means;
 - (c) data processing means;
 - (d) database means; and
 - (e) a number of workstations, one or more of the workstations being adapted to perform one or more of tasks selected from a group consisting of:
 - (i) entering advertisement orders into the database means;
 - (ii) entering advertisement-associated data into the database means and retrieving advertisement-associated data from the database means;
 - (iii) entering customer-associated data into the database means and retrieving customer-associated data from the database means,the database means and the data processing means being adapted to at least store and manage data relating to:
 - (f) an advertisement customer;
 - (g) an advertisement order comprising data related to an advertisement or a group of related advertisements including:
 - (i) a medium or media in which the advertisement or individual advertisement of the group of related advertisements is/are to be published;
 - (ii) a schedule or schedules defining insertions of the respective advertisements in respective media to control publication of the respective advertisements;
 - (iii) contents of respective advertisements;
 - (iv) presentation elements of respective advertisements,the advertisement sales and management system being adapted to generate data defining the advertisement or the groups of related advertisements on the basis of entered order data,

the advertisement sales and management system thereby constituting a single system supporting entry, sales and management of several related advertisements in several media based on entry of a single advertisement order.

2. (Original) An advertisement sales and management system according to Claim 1, wherein the data relating to the medium or media comprise data related to both printed and electronic media.

3. (Original) An advertisement sales and management system according to Claim 1, wherein the database means is adapted to store and manage, based on a single order, one or several versions of an advertisement, the version of an advertisement being identical to or different from other versions of an advertisement as published in the other insertions thereof according to the schedule or schedules defining insertions of the advertisement.

4. (Original) An advertisement sales and management system according to Claim 1, wherein the database means and the data processing means are adapted to store and manage substantially each insertion of an advertisement through a material data level that associates a material with substantially each insertion of the advertisement, the material comprising:

- (a) contents of the insertion of the advertisement; and
 - (b) presentation elements of the insertion of the advertisement,
- the material defining the visual and/or audible appearance of the advertisement when published in a medium.

5. (Original) An advertisement sales and management system according to Claim 1, wherein the contents of the advertisement comprise content elements selected from the group consisting of:

- (a) graphical information elements such as text or logos;
- (b) hyperlinks;
- (c) photos;

- (d) artwork;
- (e) sounds;
- (f) videos; and
- (g) animations.

6. (Original) An advertisement sales and management system according to Claim 1, wherein the presentation elements of the advertisement comprise presentation elements selected from the group of:

- (a) a size of the advertisement in a printed medium;
- (b) typeface or font;
- (c) font size;
- (d) co-ordinates for placement of text;
- (e) relative positions between graphical information elements;
- (f) colour of graphical information elements or parts thereof;
- (g) borders;
- (h) shading; and
- (i) three-dimensional effects.

7. (Original) An advertisement sales and management system according to Claim 1, wherein the media comprise media selected from the group consisting of:

- (a) newspapers;
- (b) magazines;
- (c) paper books or electronic books;
- (d) electronic newspapers;
- (e) electronic magazines;
- (f) news streamers;
- (g) inserts;
- (h) onserts;
- (i) posters;

- (j) running message displays;
- (k) news banners;
- (l) TV;
- (m) movies;
- (n) data carriers such as CD ROMs, DVD discs, magnetic discs, DAT tapes;
- (o) videos;
- (p) radio;
- (q) stationary telephones;
- (r) mobile (cellular) telephones;
- (s) teletext; and
- (t) public data networks including the Internet.

8. (Original) An advertisement sales and management system according to Claim 1, wherein data relating to schedules for a particular advertisement comprise or relate to data defining one or several insertions of the advertisement in each of the respective media, the physical presentation of the advertisement of each insertion being established on the basis of the date in the database means relating to contents and the presentation elements of the advertisement.

9. (Original) An advertisement sales and management system according to Claim 4, wherein a number of attributes are associated with substantially each insertion of an advertisement and stored in the database means, the attributes being selected from the group consisting of:

- (a) title of the specific species of the medium;
- (b) zone of the specific species of the medium;
- (c) section/classification of the specific species of the medium;
- (d) catch line;
- (e) author (created by);
- (f) creation time;
- (g) creation location;

- (h) the version of the advertisement as established by its material, publication start time, publication end time, IP-address, time- and/or event-related data for the publication of the insertion of the advertisement.

10. (Original) An advertisement sales and management system according to Claim 1, wherein the database means and the data processing means are adapted to store and determine the price of the advertisement order based on advertisement price data selected from the group consisting of:

- (a) the material of the advertisement;
- (b) the attributes associated with substantially each insertion of the advertisement;
- (c) the data relating to schedule or schedules;
- (d) media data;
- (e) the data relating to the advertisement customer; and
- (f) an advertisement order structure,

thus enabling calculation of the price of an order when the order has been fully defined.

11. (Original) An advertisement sales and management system according to Claim 10, wherein price data are relatable to advertisement data comprising customer contract or contracts data stored in the database means, thus enabling the price calculation to be based on customer price agreements.

12. (Original) An advertisement sales and management system according to Claim 10, wherein calculation and display of the price of an order is performed dynamically during establishment of the order, a price displayed on the display of the workstation reflecting the aspects of the order which have been defined or which are being defined.

13. (Currently Amended) An advertisement sales and management system according to Claim 1, further comprising a WYSIWYG editor adapted to support entering or editing contents and/or presentation elements of the advertisements, the [[SYSIWTG]] WYSIWYG editor being

adapted to display, on a screen of at least one workstation of the system, the contents and presentation elements in the graphical representation defined by the data.

14. (Original) An advertisement sales and management system according to Claim 1, furthermore comprising data transferring means for communicating advertisement data from the database means to a file, the system or database means associated with an advertisement planning and/or production system.

15. (Original) An advertisement sales and advertisement system according to Claim 14, wherein the data transferring means is selected from the group consisting of:

- (a) address pointers;
- (b) serial or parallel databusses;
- (c) telephone networks;
- (d) LANs;
- (e) WANs; and
- (f) public networks including the Internet.

16. (Original) An advertisement sales and management system according to Claim 1, wherein the data stored and managed by the database means comprise user interface data defining a graphical user interface and/or other function parameters of an individual workstation or individual workstations, and/or the data model used from an individual workstation or individual workstations in the system.

17. (Original) An advertisement and management system according to Claim 16, wherein the user interface data are related to a target media for the advertisement or advertisements being sold or managed, and/or to a task of a workstation operator, and/or access rights of the operator.

18. (Original) An advertisement and management system according to Claim 16, which enables adaptation of the graphical user interface and/or other function parameters of the one or

more individual workstations and/or the data model without modifying binary code of the system.

19. (Original) A method of managing advertisements in an advertisement sales and management system which comprises:

- (a) data storage means;
- (b) data retrieval means;
- (c) data processing means; and
- (d) database means; and
- (e) a number of workstations,

the method comprising the steps of:

- (A) entering advertisement orders into the database means;
- (B) entering advertisement-associated data into the database means and retrieving advertisement-associated data from the database means;
- (C) entering customer-associated data into the database means and retrieving customer-associated data from the database means;
- (D) managing and storing by the data processing means and the database means, data relating to:
 - (a) an advertisement customer;
 - (b) an advertisement order comprising data related to an advertisement or a group of relating advertisements, including:
 - (i) a medium or media in which the advertisement or individual advertisement of the group of related advertisements is/are to be published; and
 - (ii) a schedule or schedules defining insertions of the respective advertisements in respective media to control publication of the respective advertisements;
 - (iii) contents of respective advertisements;
 - (iv) presentation elements of respective advertisements,
- (E) generating data defining the advertisement or the group of related advertisements based on entered order data in the advertisement sales and management system,

the method thereby supporting entry, sale and management of several related advertisements in several media based on entering a single advertisement order.

20. (Original) A method according to Claim 19, wherein the data relating to the medium or media in which the advertisement or individual advertisement of the group of related advertisements is/are to be published comprise data related to both printed media and electronic media.

21. (Original) A method according to Claim 19, wherein the method further comprises storing and managing one or several versions of the advertisement, the version of an advertisement being identical to or different from other versions of the advertisement as published in the other insertions thereof according to the schedule or schedules defining insertions of the advertisement.

22. (Original) A method according to Claim 19, wherein the method further comprises the step of associating a material with substantially each insertion of the advertisement, the material comprising:

- (a) contents of the insertion of the advertisement; and
- (b) presentation elements of the insertion of the advertisement,

thereby storing and managing substantially each insertion of an advertisement through a material data level provided by the association between the material and the substantially each insertion of the advertisement,

the material defining the visual and/or audible appearance of the advertisement when published in a medium.

23. (Original) A method according to Claim 22, further comprising the steps of:

- (a) retrieving contents and/or presentation elements associated with a previously stored insertion of the advertisement from the database means;

- (b) creating a version or versions of the previously stored advertisement by editing the retrieved contents and/or presentation elements; and
- (c) storing the version or versions of the advertisement in the database means as corresponding material or materials.

24. (Original) A method according to Claim 23, further comprising the steps of displaying and editing in a WYSIWYG editor, on a screen of at least one workstation, the retrieved contents and/or presentation elements associated with the previously stored version of the advertisement.

25. (Previously Presented) An advertisement sales and management system comprising:

- (a) a database structure for data storage and retrieval;
- (b) a computer processing system operable to access the database structure; and
- (c) at least one workstation coupled in communication with the processing system for inputting data thereto and receiving data therefrom,

wherein said at least one workstation, in co-operation with said processing system and said database structure, is:

- (d) capable of entering one or more advertisement orders via the processing system into the database structure and retrieving one or more advertisement orders therefrom;
- (e) capable of entering advertisement-associated data into said database structure and retrieving advertisement-associated data therefrom; and
- (f) capable of entering customer-associated data into said database and retrieving customer-associated data therefrom,

and wherein the database structure and the processing system are adapted to store and manage data therein relating to:

- (g) at least one customer associated with said one or more advertisement orders;
- (h) configuration data associated with each one or more orders concerning at least one group of related advertisements, such configuration data bearing information pertaining to:
 - (1) media in which said at least one group of advertisements is to be published;

- (2) at least one schedule defining at least one insertion of respective advertisements in respective media to control publication of said respective advertisements;
- (3) contents of said respective advertisements; and
- (4) presentation elements of said respective advertisements,

the system being adapted to generate defining data identifying said at least one group of advertisements on the basis of said configuration data, and the system thereby supporting entry, sale and management of several advertisements in several media based on the entry of a single advertisement order.

26. (Previously Presented) A system according to Claim 25, wherein:

- (a) said entry comprises responses, poll results and visit frequency;
- (b) said sale comprises pricing, accounting, contract handling of said one or more orders, processing of statistical information associated with said one or more orders, and sales automation; and
- (c) said management comprises defining, creating and reusing of several related advertisements.

27. (Previously Presented) A system according to Claim 25, wherein the configuration data relating to said media comprises data related to both printed media and electronic media.

28. (Previously Presented) A system according to Claim 25, wherein the database structure, in co-operation with the processing system, is operable to store and manage, based on a single order, at least one version of an advertisement associated with said single order, and control publication of said at least one version based on said at least one schedule.

29. (Previously Presented) A system according to Claim 25, wherein the database structure and the processing system are adapted to store and manage substantially each insertion of an advertisement through a material data level that associates a material with substantially each insertion of the advertisement, the material comprising:

- (a) contents of the insertion of the advertisement; and
- (b) one or more presentation elements of the insertion of the advertisement,
the material defining the visual and/or audible appearance of the advertisement when published
in a medium.

30. (Previously Presented) A system according to Claim 25, wherein the contents of the advertisement comprise content elements selected from a group comprising:

- (a) graphical information elements such as text or logos;
- (b) hyperlinks;
- (c) photos;
- (d) artwork;
- (e) sounds;
- (f) videos; and
- (g) animations

31. (Previously Presented) A system according to Claim 25, wherein the presentation elements of the advertisement are selected from a group comprising:

- (a) a size of the advertisement in a printed medium;
- (b) typeface or font;
- (c) font size;
- (d) co-ordinates for placement of text;
- (e) relative positions between graphical information elements;
- (f) colour of graphical information elements or parts thereof;
- (g) borders;
- (h) shading; and
- (i) three-dimensional effects.

32. (Previously Presented) A system according to Claim 25, wherein the media are selected from a group comprising:

- (a) newspapers;
- (b) magazines;
- (c) paper books or electronic books;
- (d) electronic newspapers;
- (e) electronic magazines;
- (f) news streamers;
- (g) inserts;
- (h) onserts;
- (i) posters;
- (j) running message displays;
- (k) news banners;
- (l) TV;
- (m) movies;
- (n) data carriers such as CD ROMs, DVD discs, magnetic discs, DAT tapes;
- (o) videos;
- (p) radio;
- (q) stationary telephones;
- (r) mobile (cellular) telephones;
- (s) teletext; and
- (t) public data networks including the Internet.

33. (Previously Presented) A system according to Claim 25, wherein data relating to one or more schedules for a particular advertisement comprise or relate to data defining one or more insertions of the advertisement in each of the respective media, the physical presentation of the advertisement of each insertion being established on the basis of a date in the database structure relating to the contents and the presentation elements of the advertisement.

34. (Previously Presented) A system according to Claim 29, wherein a number of attributes are associated with substantially each insertion of an advertisement and stored in the database structure, the attributes being selected from a group comprising:

- (a) title of a specific species of medium;
- (b) zone of the specific species of medium;
- (c) section/classification of the specific species of medium;
- (d) catch line;
- (e) author (created by);
- (f) creation time;
- (g) creation location;
- (h) the version of the advertisement as established by its material, publication start time, publication end time, IP-address, time- and/or event-related data for the publication of the insertion of the advertisement.

35. (Previously Presented) A system according to Claim 25, wherein the database structure and the data processing system are adapted to store and determine a price of said one or more advertisement orders based on advertisement price data selected from a group comprising:

- (a) the material of said one or more advertisements;
- (b) the attributes associated with substantially each insertion of said one or more advertisements;
- (c) the data relating to said at least one schedule;
- (d) media data;
- (e) the data relating to the advertisement customer; and
- (f) an advertisement order structure,

thus enabling calculation of the price of an order when the order has been fully defined.

36. (Previously Presented) A system according to Claim 35, wherein price data are relatable to advertisement data comprising customer contract or contracts data stored in the database structure, thus enabling a price calculation to be based on customer price agreements.

37. (Previously Presented) A system according to Claim 35, wherein calculation and display of the price of an order is performed dynamically during establishment of the order, a price displayed on a display of said at least one workstation reflecting aspects of the order which have been defined or which are being defined.

38. (Currently Amended) A system according to Claim 25, further comprising a WYSIWYG editor adapted to support entering or editing contents and/or presentation elements of the advertisements, the [[SYSIWYG]] WYSIWYG editor being adapted to display, on a screen of at least one of said one or more workstations, the contents and presentation elements in the graphical representation defined by the data.

39. (Previously Presented) A system according to Claim 25, further comprising data transferring means for communicating advertisement data from the database structure to a file, the system or database structure being associated with an advertisement planning and/or production system.

40. (Previously Presented) A system according to Claim 39, wherein the data transferring means is selected from a group comprising:

- (a) address pointers;
- (b) serial or parallel databusses;
- (c) telephone networks;
- (d) LANs;
- (e) WANs; and
- (f) public networks including the Internet.

41. (Previously Presented) A system according to Claim 25, wherein the data stored and managed by the database structure comprise user interface data defining a graphical user

interface and/or other function parameters of one or more of the workstations, and/or the data model used from an individual workstation or individual workstations in the system.

42. (Previously Presented) A system according to Claim 41, wherein the user interface data are related to a target media for one or more advertisements being sold or managed, and/or to a task of a workstation operator, and/or access rights of the operator.

43. (Previously Presented) A system according to Claim 41, the system operable to adapt the graphical user interface and/or other function parameters of said one or more individual workstations and/or the data model without modifying binary code of the system.

44. (Previously Presented) A method of managing advertisement sales, the method comprising the steps of:

- (A) providing a database structure for data storage and retrieval;
- (B) providing a computer processing system operable to access the database; and
- (C) providing one or more workstations coupled in communication with the processing structure for inputting data thereto and receiving data therefrom,

wherein said one or more workstations, in co-operation with said processing system and said database structure, are operable to execute the steps of:

- (D) entering via said one or more workstations, in co-operation with said processing system, one or more advertisement orders into the database structure and/or retrieving one or more advertisement orders from the database structure ;
- (E) arranging for said processing system in co-operation with said database structure to be capable of entering advertisement-associated data into said database structure and retrieving advertisement-associated data therefrom; and
- (F) arranging for said processing system in co-operation with said database structure to be capable of entering customer-associated data into said database structure and retrieving customer-associated data therefrom,

and, using said database structure and said processing system, storing and managing data in the database structure relating to:

- (G) at least one customer associated with said one or more advertisement orders;
- (H) configuration data associated with at least one group of advertisements, such configuration data bearing information concerning:
 - (i) media in which said at least one group of advertisements is to be published;
 - (ii) at least one schedule defining at least one insertion of respective advertisements in respective media to control publication of said respective advertisements;
 - (iii) contents of said respective advertisements; and
 - (iv) presentation elements of said respective advertisements,

the system being adapted to generate defining data identifying said at least one group of advertisements on the basis of said configuration data, and the system thereby supporting entry, sale and management of several advertisements in several media based on the entry of a single advertisement order.

45. (Previously Presented) A method according to Claim 44, wherein

- (a) said entry comprises responses, poll results and visit frequency;
- (b) said sale comprises pricing, accounting, contract handling of said orders, processing of statistical information associated with said orders, and sales automation; and
- (c) said management comprises defining, creating and reusing of several related advertisements.

46. (Previously Presented) A method according to Claim 44, wherein the data relating to the medium or media in which the at least one group of related advertisements is/are to be published comprise data related to both printed media and electronic media.

47. (Previously Presented) A method according to Claim 44, wherein the method further comprises storing and managing one or several versions of the advertisement, the version of an advertisement being identical to or different from other versions of the advertisement as

published in the other insertions thereof according to the schedule or schedules defining insertions of the advertisement.

48. (Previously Presented) A method according to Claim 44, wherein the method further comprises the step of associating a material with substantially each insertion of the advertisement, the material comprising:

- (a) contents of the insertion of the advertisement; and
- (b) presentation elements of the insertion of the advertisement,

thereby storing and managing substantially each insertion of an advertisement through a material data level provided by the association between the material and the substantially each insertion of the advertisement,

the material defining the visual and/or audible appearance of the advertisement when published in a medium.

49. (Previously Presented) A method according to Claim 48, further comprising the steps of:

- (a) retrieving contents and/or presentation elements associated with a previously stored insertion of the advertisement from the database structure;
- (b) creating a version or versions of the previously stored advertisement by editing the retrieved contents and/or presentation elements; and
- (c) storing the version or versions of the advertisement in the database structure as corresponding material or materials.

50. (Previously Presented) A method according to Claim 49, further comprising the steps of displaying and editing in a WYSIWYG editor, on a screen of at least one workstation, the retrieved contents and/or presentation elements associated with the previously stored version of the advertisement.